

**Pierce County**  
**Quit Line Data Summary**  
April 1 - June 30, 2004

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 334</b>	<b>N = 2,932</b>
<b>Percent of Statewide Calls</b>	13.3%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	11.9%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 330</b>	<b>N = 2,604</b>
Female	63.3%	62.4%
Male	36.7%	37.6%
<b>Race/Ethnicity</b>	<b>N = 302</b>	<b>N = 2,203</b>
People of Color	18.2%	12.2%
White	81.8%	87.8%
<b>Age</b>	<b>N = 315</b>	<b>N = 2,425</b>
Less than 18 years old	1.9%	1.8%
18 - 24 years old	18.1%	14.6%
25 - 34 years old	25.7%	22.7%
35 - 44 years old	26.0%	27.4%
45 years and older	28.3%	33.5%
<b>Education</b>	<b>N = 305</b>	<b>N = 2,312</b>
Did not graduate high school	21.3%	20.6%
High school graduate	40.7%	35.9%
Some college/vocational school	31.1%	33.6%
College graduate	6.9%	9.9%
<b>Caller Type</b>	<b>N = 329</b>	<b>N = 2,700</b>
General Information	3.3%	9.5%
Health care provider	3.3%	4.9%
Tobacco user	93.3%	85.6%
<b>Payer Type</b>	<b>N = 256</b>	<b>N = 1,873</b>
Insured	41.0%	31.1%
Uninsured	26.2%	30.3%
Medicaid	32.8%	38.6%
<b>Heard About</b>	<b>N = 283</b>	<b>N = 2,176</b>
Past caller	13.4%	15.2%
Employer/worksites	0.0%	0.9%
Health care provider	29.7%	31.3%
Television	7.8%	11.0%
Outdoor advertisement (billboard/bus/wall)	1.8%	1.8%
Targeted mailing	0.7%	0.3%
Great Start	0.0%	0.1%
Radio	1.8%	1.5%
Newspaper/Magazine	1.4%	0.4%
Brochure/Newsletter	7.4%	6.1%
Family or friend	25.1%	23.9%
Health Department	9.2%	6.3%
School	1.8%	1.3%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.